



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Product</u> RNC	<u>Contract / Revision</u> 567424 /	<u>Alt Order #</u> 07896458
<u>Contract Dates</u> 08/11/12 - 08/17/12	<u>Estimate #</u> 20/446/2994	
<u>Advertiser</u> Republican National Committee	<u>Original Date / Revision</u> 08/17/12 / 08/17/12	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8380	<u>Advertiser Code</u> 20	<u>Product Code</u> 446
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
1 3	08/14/12	08/16/12	NewsChannel 3 News	5-6am			:30			NM	2 \$480.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	-T-T---	2	\$240.00							
2 3	08/12/12	08/12/12	CBS Sunday Morning	9-1030am			:30			NM	2 \$970.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S	2	\$485.00							
3 3	08/14/12	08/17/12	NewsCha 3 News First @ 4p	358-5pm			:30			NM	3 \$840.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	-T-TF--	3	\$280.00							
4 3	08/13/12	08/17/12	Newschannel 3 News	6-630pm			:30			NM	3 \$1,515.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	M-W-F--	3	\$505.00							
E 5 3	08/11/12	08/11/12	Newschannel 3 News	6-630pm			:30			NM	0 \$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S-	1	\$170.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1 3	08/06/12-08/12/12		Newschannel 3 News	6-630pm	-----Sa--		:30		\$170.00	NM	
Credited											
6 3	08/16/12	08/16/12	Thursday Prime	8-9pm			:30			NM	1 \$1,785.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	---T---	1	\$1,785.00							
7 3	08/12/12	08/12/12	Golf	Various			:30			NM	2 \$2,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S	2	\$1,250.00							
8 3	08/13/12	08/17/12	Late News (M-F)	11-1135p			:30			NM	5 \$3,800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	MTWTF--	5	\$760.00							
9 3	08/11/12	08/11/12	Late News (Sa-Su)	11-1135p			:30			NM	1 \$515.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S-	1	\$515.00							
10 3	08/12/12	08/12/12	Late News (Sa-Su)	11-1135p			:30			NM	1 \$515.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S	1	\$515.00							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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567424 /	07896458	
Contract Dates	Product	Estimate #
08/11/12 - 08/17/12	RNC	20/446/2994
Advertiser		Original Date / Revision
Republican National Com		08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
11	3	08/13/12	08/17/12	Late Night with David Letterman	1135pm-1235am		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,175.00
Week:		08/13/12	08/19/12	MTWTF--				5	\$235.00		
12	3	08/13/12	08/17/12	Late Late Show w/Craig Ferguson	1237-135am		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$350.00
Week:		08/13/12	08/19/12	MTWTF--				5	\$70.00		
13	3	08/11/12	08/11/12	Kickin' It	1135pm-1235xm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$70.00
Week:		08/06/12	08/12/12	-----S-				1	\$70.00		
Totals										31	\$14,515.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	31	\$14,515.00	\$12,337.75
Totals	31	\$14,515.00	\$12,337.75

Signature: _____ Date: _____

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